

# Discover Diving

NEWSLETTER

DECEMBER 2010

## Scuba Challenge 2011

*Signup before December 24th  
for a chance to win a \$50.00*

*Gift Certificate*

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## Bonaire - March 2011

*There's still room for you! Join  
us on our 9th trip to this  
tropical paradise.*

**Page 2**

## Holiday Sales and More

*Checkout just a few of the  
great specials we put together for  
this holiday season.*

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## Teaching Corner

*Winter and spring is the perfect  
time to begin or continue your  
training. We train divers!*

**Page 3**

**Shop Talk...** Looking back 2010 has been a great year. Not only did we continue to welcome new divers into our underwater world, but this year it seemed as if more divers than in the past realized the value and benefits of additional, higher level training. As a result we certified more Advance Divers, Rescue Divers and Master Divers this year than ever before. At the professional level we also completed training for four new Dive Masters and seven new NAUI instructors. We're proud of what we've accomplished, but we're even more proud of our students who challenged themselves to become better divers and more active in the sport they love. Congratulations to all of our students who accomplished their dreams and goals this year!

As we look ahead to 2011, we will continue to challenge ourselves to improve what we do and offer even more to you. At the same time we invite you to challenge yourself and look at how you can continue to improve and increase your underwater skills, whether by taking part in our Scuba Challenge or enrolling in an upper level training program. Anyway you choose to do it, we promise that it will be fun and rewarding.

Of course as we look ahead that also means diving! Our dive calendar is quickly becoming filled (so many dives, so little time). Some trips have already been posted online, others will be added in the next several weeks as we confirm details and make final arrangements. We encourage you to check our 2011 calendar frequently so that you don't miss any trips or local dives that you'd like to join us on. One downside in 2010 was the divers we had to "leave behind" simply because they had waited too long to sign up for a dive.

One way to stay informed is to make sure that we have your current email address. To do that you can simply give us a call and we can verify that while you're on the phone or you can contact us through our website and we'll verify your information and update our records if necessary. Either way, we'll be in touch and keep you informed of updates and other specials in 2011.



*Wishing you the best and happiest  
holiday season*

*Darryl and Dallas*



## Holiday Party Customer Appreciation

Saturday, December 11th  
10 PM to 5 PM

Join us for a **Discover Diving** tradition. Food, beverages and door prizes will be available all day long. Just our way of saying "**thanks**" for being a part of our dive team.

Like any party it always helps to know how many are coming. Please take a moment and register. You can register simply by giving us a call or visit us online at [www.ddwny.com](http://www.ddwny.com) and click on "Calendar" - "Local Dives and Events" - Select "Holiday Party"

Door prizes will be pulled every hour beginning at noon. The earlier you stop by the more chances you have to win. While you don't need to be present to win, you do need to stop by to enter.

Don't forget to pick up your 2011 Calendar when you stop in.

# 2011 Dive Travel Calendar - A Peek Ahead

**Florida Keys:** We're visiting the "Keys" twice this spring. Join us in February or April for a weekend getaway! We'll be diving in the Key Largo area. This is the perfect time to just have some fun or complete your required open water training dives if you're a student. Get out of the cold and join us! Check us out on the web or call us for more details.

**Bonaire: March 12th thru 19th**

Join us as we return to Bonaire for our 9th excursion to this tropical paradise. This trip has easily become one of our most popular trips. For more details simply give us a call or just stop in. This trip has already sold-out, so we've added one more condo. There are only a couple spots left so if you're interested please call us soon. Don't be left in the cold!

**Morehead City: Date TBD (August)**

We skipped this popular trip last year to venture further south to the Florida Keys. For 2011 we're heading back for some of the best diving on the Eastern Seaboard. Join us, you won't be disappointed!

**St. Lawrence Seaway (1,000 Islands): July 23rd & 24th / September 24th & 25th**

We've been diving the St. Lawrence for 7-years. Half of the divers on every trip have been there before (usually with us). That should tell you something. Until you've experienced the incredible dives the St Lawrence has to offer it's hard to believe why so many divers want to go back. Great vis, warm water (no thermoclines!) and great wrecks might give a hint. These trips will fill up, so be sure to get your deposit in early!

**Port Senilac, Michigan (Lake Huron): June 11th & 12th**

Some of the best wrecks found in the Great Lakes have been discovered just across the lake from Tobermory, Ontario. Join us on our 3rd trip to this side of Lake Huron as we continue to "discover" some of the most famous wrecks in these waterways. Space is limited, so reserve your spot early!

**Tobermory, Ontario (Lake Huron /Georgian Bay): September 11th & 12th**

This is a WNY favorite for good reason. Join us as we return on this annual pilgrimage (we've lost count of how many times we've been there) to Canada's wreck diving capital.

## Holiday Specials

**Cylinder Blowout** - Purchase any in stock cylinder and receive **free air and nitrox fills** for one full year!

**Free Computer Upgrade** - Purchase a Sunto Zoom 2-gauge dive computer and receive a free upgrade to the Vyper. (Only 4 available. Shop early - don't be disappointed)

**Waterproof 5-mil Wetsuit** - Save 50% plus another \$25.00. Purchase a new Waterproof 5-mil wetsuit for just \$199.00 (MSRP \$399) and we'll also give you a \$25.00 coupon good for purchases in 2011.

**Waterproof 3 & 7-mil Wetsuits** - 35% off MSRP (limited to stock on hand)

**Sealife Cameras** - Nobody (and that includes online retailers) sells Sealife Cameras and accessories for less. Plus purchase your camera from us a receive a coupon valid for half off our basic underwater photography course (a \$50.00 value).

**Zuma BC** - Designed for the tropical diver. Light on weight, heavy on value. Purchase for only \$360.00! Plus purchase Aqua Lungs new Hot Shot travel fins and we'll give you a \$50.00 coupon good towards the purchase of any regulator or dive computer.

**Halycon Dive Equipment** - Purchase any Halycon dive equipment and we'll pay the sales tax!

## LAYAWAY NOW

### AND BE READY TO DIVE NEXT SUMMER

If cash is tight this holiday season, our layaway plan may be just the option you need.

#### Checkout The Benefits

- Price Guarantee:** We'll hold the prices being offered this year on special deals. PLUS, if an item you purchase goes on sale this spring we'll honor the lowest price!
- Low Down Payment:** Take advantage of some of the great deals this holiday season with as little as 10% down
- Use It Now:** Put your package on layaway and avoid rental fees. Use your own gear for our Scuba Challenge this winter or even for travel. (Some conditions apply. Ask us for details.)
- No Fees or Added Expense:** There are no additional fees when laying-away equipment.
- Flexible Payment Schedule:** We'll work with you to setup an easy schedule for payments that will work with your budget. Owning your own gear will never be easier!



*Gift Certificates*

*Now Available By Phone*

*Giving the Gift of Underwater Has Just Gotten Easier*



5319 Transit Road, Depew NY  
Phone 716-685-4557 [www.ddwny.com](http://www.ddwny.com)

### Win a \$50 Certificate

Certificates are good for continuing education and cannot be combined with other discounts. One certificate will be awarded each session.

#### Session 1 – Skills & Cards

Join in the fun of skill practice combined with playing cards underwater! Don't worry if you don't know the rules. It's easy and we'll explain before you start. Divers will complete skills to draw cards. The diver with the most chips wins!

#### Session 2 – Air Time

How well can you predict your gas consumption underwater? We will teach the basics and give you time for practice. Then you will predict your consumption for a 20 minute challenge course underwater to see who comes the closest.

#### Session 3 – "Password"

Brush up on your underwater communication skills and then play our version of "Password". Earns points for figuring out the correct word based on underwater signals. The diver with the best score wins.

#### Session 4 – Buoyancy Control

We'll spend the first half of this session on tips to improve your buoyancy underwater. Then take our "Buoyancy Challenge". Avoid touching the bottom or breaking the surface to be the "Last Diver Submerged".

#### Session 5 – Underwater Circuits

This specially designed circuit will be set up to practice mental and physical control underwater while swimming from tank to tank. Circuits will be provided in both the shallow and deep ends for practice in completing a series of challenges.

## All Participants Are Eligible to Win a SeaLife DC1200 Underwater Camera

(MSRP \$499.95)

Register for the complete Scuba Challenge series to double your chances at winning!

# SCUBA CHALLENGE 2011

Challenge Schedule	
Skills & Cards	
Wed. Jan 19 @ 6:30 PM or Sat. Jan. 22nd @ 12:30 PM	Transit MS Maryvale HS
Air Time	
Sat. Feb. 5th @ 12:30 PM or Wed. Feb. 16th @ 6:30 PM	Maryvale HS Transit MS
Password	
Sat. March. 5th @ 12:30 PM or Wed. March. 16th @ 6:30 PM	Maryvale HS Transit MS
Buoyancy Control	
Sat. April 9th @ 12:30 PM or Wed. April 13th @ 6:30 PM	Maryvale HS Transit MS
Underwater Circuits	
Sat. May 7th @ 12:30 PM or Wed. May 18th @ 6#0 PM	Maryvale HS Transit MS
Join us at the Challenge Party Saturday, May 14th @ 4:00 PM	

All certified and student divers are welcomed to join us for our scuba challenge series. Sessions are \$25 apiece or just \$99 to sign up for all five. Each session is offered two times allowing participants to attend the one session that best fits your schedule. Complete registration online at [www.ddwny.com](http://www.ddwny.com), by phone or at the shop.

Register for all five sessions by December 23, 2010 to be eligible to win a \$50 Gift Certificate good at Discover Diving.

Weekly prizes plus  
All Participants are Eligible to win the  
Grand Prize Drawing!

The SeaLife Camera will be awarded by a drawing held on May 14th at the Challenge Party.

Participants are automatically entered in the grand prize drawing every time you register for a session. All participants are invited to the post challenge party at Discover Diving. Food and drinks are included. Non-participants are welcomed for a \$10 fee. Under 10 free.



# TEACHING CORNER

**Winter can be the perfect time to continue or begin your training as a NAUI Diver!** Many programs, such as Master Diver, Nitrox Diver, Rescue Diver, Dive Master and even our basic Scuba Diver program, involve pool and classroom time that is better spent while the snow is blowing rather than in the heat of summer. Without the rush to "get it done" that so often accompanies training in the summer, we slow it down a bit which results in a more relaxed, slower pace training program for our students. **Whether you're just starting out or looking to take the next step, we're confident that our programs will meet your expectations.** Call us or stop in and we'll show you why **Discover Diving** should be your training center. **We train divers! Join the team.**

**Nitrox Diver:** Using nitrox is easy and offers many benefits to divers. This course is offered each month throughout the winter. Call or visit us online to register.

**Thursday, Dec. 7th - 6 PM**  
**Tuesday, Jan. 18th - 12 PM**  
**Thursday, Feb. 11th - 6 PM**

**Scuba Diver:** 4 Pool sites available! Classes begin early January. Call or visit us online for more information. Need flexibility in your schedule? Let us show you how we can help.

**Master Diver:** Join us at **9 AM on Saturday, Jan. 15th** for an orientation about this prestigious NAUI program. During this session we'll answer your questions and schedule future classroom sessions. There is no cost to attend, but you must sign up.

**Rescue Diver:** Increase your skills and safety as a Rescue Diver. Program will begin on **Thursday, March Feb. 24th at 6:00 PM.** Pre-registration is required

**Tri-Mix:** Are you ready to take the step to tech? Call us for more information.



### Service Reminder

Annual service of your dive gear is not only recommended, it's smart. Regular service can prevent many of the problems that often derail the best made plans.

If you're traveling this holiday season bring in your equipment early and let us provide a comprehensive check and evaluation before you leave so you can dive with confidence in your equipment.

### Traveling and Need Gear?

If you're traveling this winter and plan on renting gear, we may be your best bet. Plus, if you decide to buy, we'll credit a portion of your rental fees towards your purchase. Call us, we can help!

### More Great News For Travelers

If you've taken any dive training course with us you're eligible to join us for one free pool refresher each year! How cool is that? If you've been out of the water for more than 6-months or just want to jump in a practice old skills give us a call. We want the first dive of your trip to be as enjoyable and comfortable as the last one. We can help.

To our diving friends who trained somewhere else we still want to help. We'll credit the cost of a refresher program towards any upper level training within 12 months.

**We train divers. Join our team.**

#### Store Hours (Effective December 1st)

**Sunday / Monday**  
Closed

**Tuesday / Thursday**  
10 AM to 7 PM

**Wednesday / Friday**  
10 AM to 5 PM

**Saturday**  
10 AM to 5 PM

#### Holiday Schedule

So that we can enjoy the holidays with our families we will be closed for a few days during the holiday season. We will be checking messages when closed, so please let us know if you need our help or assistance during this period. If you need immediate assistance please contact us a 982-2124

#### Closed

Dec. 24th thru Jan. 3rd

#### Re-Opening

Tuesday, January 4th

*Happy  
New Year's*



### More Great Deals



#### Diving on a budget?

We have a limited number of instructional regulators and BCs at prices 50% to 70% off the MSRP of new. Average age of equipment is 2 to 3 years. All equipment comes with a 12-month guarantee and as a holiday special your first year service is free. Whether new or used we want you to dive with confidence in your dive equipment!

#### Closeout Deals

From Wetsuits to BC's, Dive Computers and Regulators and more we have many items listed at closeout prices up to 75% below MSRP. These are all new products from companies such as Zeagle, Aqua Lung, Aeris, Sunnto, Mares, Tusa and more. If you're looking for a deal you need to check us out first. We just might have what you're looking for.

**Underwater Lights** - Save 15% to 25% off select models.

**Save 10% on all books by Chris Kohl and Georgann & Michael Wachter.** Great books covering all the Great Lakes.

**30% off all in stock DVDs**

**10% off all dive log books**

**20% off all Dive Gear apparel**



**Purchase any training program for yourself, family member or friend this holiday season and receive a coupon equal to 10% of the program cost. (You decide who gets the coupon)**

**Coupons can be used for any retail purchase in 2011 for up to 50% of the retail cost. Coupons may not be combined with other discounts.**